

WHAT IS CLAIMED IS:

1. An emulsion composition of polyvinyl alcohol (PVA) which forms a thin, soft, flexible and readily peelable PVA film upon drying on skin, comprising (a) polyvinyl alcohol, (b) a thickener, and (c) water, optionally with one or more oil or water soluble or dispersible ingredients.
2. An emulsion composition according to claim 1 wherein, by weight, (a) is 3-20%, (b) is 0.5-10%, and (c) the rest.
3. An emulsion composition of claim 2 wherein (a) is 5-15%, and (b) is 0.8-5%.
4. An emulsion composition of claim 1 wherein said optional ingredients include active, cosmetic and drug compounds, and/or pigments, beads, silicones, oils, natural or synthetic, and esters.
5. An emulsion composition of claim 1 which has a pH of about 3-8.
6. An emulsion composition of claim 1 which has a Brookfield viscosity of 10,000 to 300,000 cps (RTC @ 10 rpm).
7. An emulsion composition according to claim 6 wherein said viscosity is 20,000 to 80,000 cps.
8. An emulsion composition according to claim 1 wherein (b) is a sodium polyacrylate, or a polyacrylamide, or mixtures of each or both, dispersed in an oil and an emulsifier.